

**Amendments to the Claims:**

*This listing of claims will replace all prior versions, and listings, of claims in the application:*

1. (Canceled)
2. (Currently Amended) The method of claim 1 ~~wherein 46 further comprising~~ magnifying the ~~selected highlighted~~ cell ~~comprises displaying the program title in a first portion of a~~ within the window.
- 3-6. (Canceled)
7. (Original) The method of claim 2 further comprising fixing a position of the window and scrolling the program title of a next cell into the window.
8. (Original) The method of claim 7 wherein the scrolling includes selecting a navigation button in the EPG.
9. (Original) The method of claim 7 wherein the scrolling includes actuating navigation buttons provided on a remote control.
10. (Original) The method of claim 2 further comprising displaying an auxiliary menu in the window, the auxiliary menu including a menu of options for the selected cell.
11. (Currently Amended) The method of claim 10 wherein displaying the auxiliary menu includes actuating an auxiliary menu button to cause the auxiliary menu to pop-out through a portion of the portion of the perimeter ~~[[from]]~~ the window located outside of the grid.

12. (Currently Amended) The method of claim 11 wherein displaying the auxiliary menu includes displaying the auxiliary menu at the same time as the ~~program title and~~ program information.

13. (Currently Amended) The method of claim ~~[[1]]~~ 46 further comprising displaying an advertisement.

14. (Currently Amended) The method of claim 13 further comprising relating the advertisement to the ~~selected~~ highlighted cell.

15-19. (Canceled)

20. (Currently Amended) The EPG system of claim ~~[[18]]~~ 39 wherein the window displays only one program title ~~[[in]]~~ from the ~~array grid~~.

21-23. (Canceled)

24. (Currently Amended) The EPG system of claim ~~[[18]]~~ 39 wherein the window further includes an auxiliary menu, the auxiliary menu including a menu of options for the ~~selected~~ highlighted cell.

25. (Currently Amended) The EPG system of claim 24 wherein the auxiliary menu pops out ~~[[from]]~~ through a portion of the portion of the perimeter the window located outside the grid with actuation of an auxiliary menu button.

26. (Currently Amended) The EPG system of claim 25 wherein one of the auxiliary menu buttons is a BACK button to close the auxiliary menu.

27. (Currently Amended) The EPG system of claim 25 wherein one of the auxiliary menu buttons is a RECORD button to record the program in the selected cell.

28. (Currently Amended) The EPG system of claim 25 wherein one of the auxiliary menu buttons is a ON-DEMAND button to order the program in the selected cell on-demand.

29. (Currently Amended) The EPG system of claim 25 wherein one of the auxiliary menu buttons is a RECORD ALL PROGRAMS button to automatically record all occurrences of programs relating to the selected cell.

30. (Currently Amended) The EPG system of claim 29 wherein the RECORD ALL PROGRAMS button records occurrences of the selected program even if the occurrence is at a different time and channel than the selected cell.

31. (Currently Amended) The EPG system of claim 25 wherein one of the auxiliary menu buttons is a Go To SHOW button to tune to the program in the selected cell.

32. (Currently Amended) The EPG system of claim 25 wherein one of the auxiliary menu buttons is a REMINDER button to set a reminder notification for the program in the selected cell.

33. (Currently Amended) The EPG system of claim 25 wherein one of the auxiliary menu buttons is a MORE INFO button to display more information regarding the program in the selected cell.

34. (Currently Amended) The EPG system of claim 25 wherein one of the auxiliary menu buttons is a LOCK button to limit access to a program corresponding to the selected cell.

35. (Currently Amended) The EPG system of claim 25 wherein the auxiliary menu is displayed at the same time as the program title and information.

36. (Currently Amended) The EPG system of claim [[17]] 39 wherein the EPG further includes an advertisement relating to the ~~selected~~ highlighted cell.

37-38. (Canceled)

39. (New) An electronic programming guide (EPG) comprising:  
a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein cells at an intersection of the first data set and the second data set display an available program title; and  
a window displaying information concerning a program title of a highlighted cell, the window located such that there are no non-highlighted cells between the highlighted cell and the window.

40. (New) The EPG of claim 39, wherein the grid cells are capable of scrolling vertically and horizontally and wherein titles associated with the first data set move into an adjacent row when the cells scroll vertically and titles associated with the second data set move into an adjacent column when the cells scroll horizontally.

41. (New) An electronic programming guide (EPG) comprising:  
a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein cells at an intersection of the first data set and the second data set display a title for available content; and  
a window having a perimeter where a portion of the perimeter is outside the grid and another portion of the perimeter extends to a limited portion of the grid that includes but does not extend beyond a boundary defined by a highlighted cell, an associated element of the first data set and an associated element of the second data set.

42. (New) The EPG of claim 41 wherein the window is positioned at a fixed location within the EPG, requiring other titles to be scrolled to the fixed location of the window if the program information associated therewith is to be displayed.

43. (New) The EPG of claim 42 wherein lettering associated with the titles traverse across the portion of the perimeter of the window extending into the grid when the other titles are scrolled to the fixed location of the window.

44. (New) The EPG of claim 43 wherein the lettering traverses in a step-wise manner across the perimeter of the window, the step-wise manner requiring consecutive letters to appear on opposite sides of the portion of the perimeter of the window extending into the grid.

45. (New) The EPG of claim 41 wherein the window includes a re-display of the title in the highlighted cell at a location offset from the highlighted cell such that the title is displayed at two different locations within the perimeter of the window.

46. (New) The EPG of claim 41 wherein an area defined by the perimeter of the window is colored, the coloring of the window causing the window to stand out relative to the rest of the EPG.

47. (New) A method of presenting an electronic programming guide (EPG) comprising:

displaying a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein cells at an intersection of the first and second data sets display a program title for an available program; and

upon highlighting one of the cells, generating a window having a perimeter, a portion of the perimeter being outside the grid and another portion of the perimeter being inside the grid that includes but does not extend beyond a boundary defined by one of the cells, one of a first data set element and one of a second data set element.

48. (New) The method of claim 47 further comprising scrolling the grid cells such that lettering associated with another program title and a corresponding first data set element or a second data set element traverses across the portion of the perimeter of the window extending into the grid.

49. (New) The method of claim 48 further comprising scrolling the lettering in a step-wise manner across the perimeter of the window, the step-wise manner requiring consecutive letters to appear on opposite sides of the portion of the perimeter of the window extending into the grid.

50. (New) The method of claim 49 further comprising fixing a location of the window within the EPG such that the other cells are scrolled to the fixed location of the window.

51. (New) The method of claim 47 further comprising displaying program information for the program title appearing in the highlighted cell within a portion of the window located outside of the grid.

52. (New) The method of claim 51 further comprising re-displaying the program title in the highlighted cell at a location offset from the highlighted cell such that the program title is displayed at two different locations within the perimeter of the window.

53. (New) The method of claim 47 further comprising coloring an area defined within the perimeter of the window with a color that causes the window to stand out relative to the rest of the EPG.

54. (New) A method of presenting an electronic programming guide (EPG) comprising:

displaying a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein a cell at an intersection of the first data set and the second data set displays a title for available content; and

scrolling the grid cells vertically or horizontally such that titles associated with the first data set move into an adjacent row when scrolling vertically and titles associated with the second data set move into an adjacent column when scrolling horizontally.

55. (New) An electronic programming guide (EPG) comprising:

a celled grid having a first data set on a vertical axis and a second data set on a horizontal axis, wherein grid cells at an intersection of the first data set and the second data set display an available program title; and

the grid cells being capable of scrolling vertically and horizontally and wherein program titles associated with the first data set move into an adjacent row when the grid cells scroll vertically and program titles associated with the second data set move into an adjacent column when the grid cells scroll horizontally.